

## Speaker Bios *(alphabetical order)*



### **Tammy Barr**

*Client Advocate, Oregon State University*

### **Joan Campf**

*Oregon State University VTH Client and Donor*

### **Kelley Marchbanks**

*Director of Development, Oregon State University*

Joan Campf, Tammy Barr and Kelley Marchbanks, together, make up the Client Relations Team. Joan Campf, the inspiration and lead-donor for the project, is an author of books on Oregon history and environment, with 30 years leading her advertising and marketing firm, in addition to raising sheep and goats. Her experience spans all media in a variety of industries from Oregon history to not-for-profits. Her personal experiences and expertise provided a solid foundation to build a grateful client program. Tammy Barr, Client Relations Advocate and program manager, recently retired from OSU as the IT manager where she led a desktop support team, dedicated to excellent customer service and care. She focuses on building client relationships, managing volunteer client advocates, and identifying potential new grateful clients. Kelley Marchbanks, Director of Development for the College of Vet Med and Teaching Hospital, has worked in advancement for over 13 years and was recruited to OSU with the intention of creating a grateful client program for the college. These three individuals worked with the college, hospital, and foundation to design and implement the existing program which has proven to be successful on all fronts.



### **Elise M. Betz**

*Executive Director of Alumni Relations, University of Pennsylvania*

Elise was born on a college campus, the University of Chicago, where her father was studying. It was only a matter of time before she would make Penn her home. Elise has been working in Development and Alumni Relations at the University of Pennsylvania since 2000, starting her tenure at The Penn Fund, the University's undergraduate annual fund. While at The Penn Fund, Elise recognized the opportunity to create a culture of

student philanthropy and engagement and educate students about their role as future alumni and founded "Penn Traditions: Building Our Community," a comprehensive student advancement program. This program has transformed the culture at Penn. Young alumni engagement and retention are also

among the areas that Elise specializes in. Currently in the Alumni Relations Office, Elise co-manages the central alumni relations departments, and continues to oversee the Penn Traditions program. Elise was awarded the University of Pennsylvania's *Model of Excellence Award* for her work on the Penn Traditions program and in 2014 was awarded the Penn Student Government Leadership Award. Elise has presented at advancement conferences all over the country and has done numerous consultations with institutions who are interested in starting student advancement programs.



**Pat Bowdish**

*Director of Development, University of Wisconsin School of Veterinary Medicine*

Pat Bowdish has served as Director of Development for the University of Wisconsin School of Veterinary Medicine since 2014. In 2015, Pat led a comprehensive review of the school's Grateful Client program which resulted in an evolution that was fully implemented in July 2016. UW's program now results in the migration of UW Veterinary Care

teaching hospital client data into the University of Wisconsin Foundation's CRM system which provides wealth-screening and predictive model scoring capability. The program's evolution has allowed the UW School of Veterinary Medicine to implement more personalized, robust, and strategic communication and solicitation efforts with its teaching hospital clients, especially important now as the school has publicly announced a significant, multi-year capital campaign.

Prior to joining the UW School of Veterinary Medicine team, Pat spent eleven years with the National Basketball Association's Milwaukee Bucks where he worked in season ticket sales and marketing, serving as Senior Director of Ticket Sales. A native of Monroe, Wisconsin, Pat earned his BS degree from the University of Wisconsin-Madison and currently resides in Stoughton, Wisconsin, with his wife Tiffany and two beautiful daughters.



**Leslie Carmona, CFRE**

*Director of Donor Relations, Wayne State University*

Leslie Carmona, CFRE is the Director of Donor Relations at Wayne State University in Detroit. A Michigan native, she graduated from the University of Michigan in 2008 with a B.A. in Sociology and completed her graduate work at Michigan State University. She has worked in Development for over 8 years and serves on the board of the local AFP Chapter. Prior to joining the Wayne State team, she raised funds for the Humane Society of Broward County, the Fort Wayne Children's Zoo and Michigan State University. She now lives in Detroit with her husband Michael and dog Harley.



## **Courtney Downey**

*Director of Alumni, Donor, & Public Relations, Purdue Bands & Orchestras*

Courtney is a 2010 graduate of Purdue University's College of Agriculture. She received her Bachelor of Science degree in Animal Sciences. During her time at Purdue she was involved with the Purdue "All-American" Marching Band, as

well as various concert and pep bands. Upon graduation, Courtney stayed in the West Lafayette area and not long after received her job at Purdue Bands & Orchestras. During her free time she loves spending time with her family and friends, as well as traveling.

Courtney is an honorary member of the Gamma Pi Chapter of Kappa Kappa Psi as well as the Beta Sigma Chapter of Tau Beta Sigma. She also is very active in overseeing the student advancement team, which implements specific ideas and projects to benefit alumni and donors.

As part of her role with the department, she believes using great strategic communications and interactions to foster the relationship between Purdue Bands & Orchestras and its alumni, donors, parents, and friends is key. She engages these constituents in a way that they will embrace the organization's mission and values, which in turn allows them to give their time, talents, advice, and money, as well as spread the same message to their fellow peers.

"It's very rewarding to come to work everyday knowing another alumna will reach out to the department or another student will benefit from a new scholarship. Building those relationships is something that makes me so passionate about my job and it is so important for the continued success of the department."



## **Elizabeth A. Elkas, B.A., M.F.A.**

*Associate Dean for Development, Indiana University School of Medicine*

For over a quarter century, Elkas has served as a fundraiser and, like other development professionals, she discovered her passion for the sector after working in private industry. She earned a BA in English and Fine Arts at Bucknell University, followed by the Master of Fine Arts degree at Indiana University, with the goal of teaching art at the college level. During her studies, she enrolled in a number of business courses and, unexpectedly, developed her interest in management. Elkas worked as a pharmaceutical sales representative in the Boston area before returning to the Hoosier state to represent her alma mater.

Elkas' first fundraising position was as a major gift officer with the Indiana University Foundation during a comprehensive capital campaign. Today she serves the Indiana University School of Medicine where she's held a number of positions. Over the years she's developed many facets of the School's fundraising strategy, including the annual fund, proposal writing, direct mail, reunion giving, donor recognition clubs, planning, staff education, budgeting, and development of the major gifts, planned giving and principal gifts programs. Elkas has been centrally involved in orchestrating the medical school's three capital campaigns and special gifts initiatives which have collectively realized over \$1 billion in philanthropic support.

For the past 20 years, Elkas has served on the faculty of The Fund Raising School and is an enthusiastic volunteer, advisor and donor to several small, not-for-profits organizations. She, her husband and two children live in Bloomington, Indiana.



**Melissa Headrick**

*Assistant Director of Advancement, University of Florida  
College of Veterinary Medicine*

Melissa Headrick is an Assistant Director of Development with UF College of Veterinary Medicine with a primary focus on grateful client fundraising. Prior to joining the development team in 2013, Headrick worked in the UF Small Animal Hospital referral office where she built relationships with faculty and referring veterinarians across the state. She originally started at the college as a receptionist for the Dean's office. In 2011, she was recognized for her dedication and excellence in job performance with a University-wide recognition award, the UF Superior Accomplishment Award.

During her three years working in development, she has surpassed her annual fundraising goal by an average of 300% and raised a total of \$9.5 million in gifts. In 2015 she was among a select few development officers to receive a UF Foundation specially designed Gator lapel pin in recognition of outstanding work. A Gainesville native, Headrick has more than 25 years of experience in the veterinary medical profession. She has a soft spot for all animals and currently shares two shelter kitties, Dehlia and Doug, with her high-school-age twins.



**Danielle Johnson**

*Senior Director of Development,  
Ohio State University College of  
Veterinary Medicine*

Danielle has been with The Ohio State University College of Veterinary Medicine for almost 8 years. She was recently promoted to Senior Director of Development and has taken on additional responsibilities of growing and managing the development team. Tasked with starting a Grateful Client program, Danielle is now

over in the Veterinary Medical Center facilitating relationships with faculty, staff and clients on a daily basis. Over the years she has been able to identify, cultivate and solicit more than \$9M in gifts from clients. She is also responsible for implementing our Vino with the Vet events that have proven extremely beneficial in cultivating donors for a particular service. She got married in August last year and has four loves of her life including her husband; her nieces Madison and Kailey and her dogs, Lilly and Dakota.



**David Lasater, Ph.D.**

*Associate Vice President for Advancement,  
Purdue Research Foundation*

David serves as Associate Vice President for Advancement with the Purdue Research Foundation—University Development Office. David has served in several roles at Purdue ranging from Director of Advancement for Student Success in the Office of the Provost to Special Assistant to the President. A frequent speaker on philanthropy in higher education, he received his Ph.D. from Indiana University and M.A. from the University of Michigan. His undergraduate degree is from Ball State University where he also served as a member of the Board of Trustees.



**Kristin Loving**

*Grateful Client Development Officer, Kansas State University College of Veterinary Medicine*

After serving as Marketing Director at the VHC for nearly five years, Kristin Loving joined the Kansas State University Foundation as Assistant Director of Development for the College of Veterinary Medicine in September 2016. Kristin serves as the first team member ever dedicated to Grateful Clients of the Veterinary Health Center at Kansas State University. Kristin's development philosophy begins with building successful relationships with hospital clinicians, staff and students. Her experience as Marketing Director allowed her to build the foundation and trust for working as a seamless team with grateful clients. In addition to her major gift fundraising work, which has resulted in multiple 6-figure solicitations, Kristin has spearheaded efforts to reinvigorate programs such as the Pet Tribute program for referring veterinarians and the Perpetual Pet Care Program for pet owners interested in ensuring their companion animals are provided for after their demise. Under Kristin's watch, a new Grateful Client Annual Giving appeal was launched in the spring of 2017 as well as a Pay-it-Forward program for spontaneous donations at hospital discharge. Kristin's work has contributed to the \$1 Billion Innovation and Inspiration Campaign for K-State, including a \$55 million campaign for the College of Veterinary Medicine. She also was involved in a \$3 million dollar Equine Performance Testing Center project and is in the process of planning for future hospital development projects with a new hospital director.



**Maureen Manier**

*Department Head, Agriculture Communications, Purdue University College of Agriculture*

Maureen Manier is currently the Department Head for Agricultural Communications at Purdue University, where she leads a 38-person department charged with the College of Agriculture's and Purdue Extension's strategic communications. Her previous experience includes leading communication teams at Saint Mary's College, Southern Illinois University and Butler University. Before coming to Purdue in February 2016 she spent eight years as the vice president of marketing and communications for Riley Children's Foundation, the philanthropic arm for Riley Hospital for Children. She is a graduate of the University of Notre Dame, where she majored in English.



### **Erin Palumbo**

*Associate Director, Alumni Relations and Alumni Giving,  
Tufts University Cummings School of Veterinary  
Medicine*

As the primary liaison between the veterinary school and its alumni, Erin is responsible for cultivating, soliciting and stewarding alumni leadership donors and volunteers. She develops and implements tactics for the school's outreach to a pool of 2,500+ alumni through a combination of individual alumni visits and group cultivation. She facilitates meetings with the alumni association and provides all needed support, logistics and guidance. Currently her school's alumni association is considering updating their organizational body and mission, which inspired the benchmarking study presented today. Additionally, Erin manages a prospect portfolio of approximately 75 alumni. Prior to arriving at Tufts, Erin worked directly for the Vice Chancellor of Development at UMass Medical School and also served as a Captain in the United States Air Force. When not networking with veterinarians, Erin and her husband manage their own mini-farm which includes a horse, chickens, dogs and the wildest creatures of all, children.



### **Tina Rice**

*Director of Development, Tufts University Cummings  
School of Veterinary Medicine*

Tina joined Cummings School of Veterinary Medicine at Tufts University in April 2011. As Director of Development she focuses on major and principal gift fundraising, and oversees the annual fund and alumni relations programs. Prior to this position, she supported Cummings School as Associate Director of Corporate and Foundation Relations. Tina came to Tufts after nine years as Associate Director of Corporate and Government Affairs at Boston College, where she was responsible for developing corporate, government and non-profit alliances, setting strategic direction for the Boston College Citizen Seminars, and managing strategy and logistics for the Chief Executives Club of Boston. Prior to BC, Tina was Director of Operations at Associated Grant Makers, and was the legislative assistant to State Representative Scott Brown, formerly U.S. Senator Brown. Tina enjoys spending time with her husband, three daughters, two dogs, and turtle.



**Timothy L. Seiler, B.A., M.A., Ph.D.**

*Rosso Fellow in Philanthropic Fundraising &  
Clinical Professor of Philanthropic Studies,  
Indiana University Lilly Family School of Philanthropy*

Tim Seiler is the inaugural Rosso Fellow in Philanthropic Fundraising and Clinical Professor of Philanthropic Studies at the Lilly Family School of Philanthropy. In June, 2015, he transitioned from being the Director of The Fund Raising School, a position he held for 20 years. During that time

The Fund Raising School expanded its service through in-person and online courses domestically and internationally.

In November, 2014, he was named Outstanding Professional Fundraising Executive by the Association of Fundraising Professionals Indiana Chapter, and in December, 2014, he received the Henry A. Rosso Medal for Lifetime Achievement in Ethical Fundraising from the Indiana University Lilly Family School of Philanthropy.

Seiler teaches core curriculum courses and customized programs for The Fund Raising School and regularly makes conference and seminar presentations locally, nationally, and internationally. He is an author and editor and was editor-in-chief of the Excellence in Fundraising Workbook Series, author of the workbook *Developing Your Case For Support*, and co-editor of *Achieving Excellence in Fundraising*, Third Edition and Fourth Edition.

Dr. Seiler also teaches in the graduate program in the Lilly Family School of Philanthropy. In his earlier role as an adjunct faculty member, he was voted outstanding part-time graduate instructor. Formerly vice president of the Indiana University Foundation, Seiler was a major gifts officer for university development and coordinated the constituency development program for the schools and programs on the Indianapolis campus.

Seiler serves the nonprofit sector not only as a fundraiser, author, and teacher, but also as a volunteer and board member and serves as a mentor to young professional fundraisers.

He earned a B.A. degree in English from Saint Joseph's College, Rensselaer, Indiana, and M.A. and Ph.D. degrees in English from Indiana University.



**Bill Stanczykiewicz**

*Senior Lecturer and Director of The Fund Raising School, Indiana University Lilly Family School of Philanthropy*

Bill Stanczykiewicz recently came on board as director of The Fund Raising School and senior lecturer in philanthropic studies.

Stanczykiewicz was previously president and CEO of the Indiana Youth Institute, a statewide nonprofit that promotes healthy youth development and academic achievement by providing capacity-building professional development, technical assistance and funding.

Prior to leading the Indiana Youth Institute, Stanczykiewicz was policy director for community renewal for the office of the mayor of Indianapolis, where he devised and directed the Front Porch Alliance, an innovative collaboration among faith-based and other community organizations to strengthen families and communities in Indianapolis.

He previously served as a key legislative aide to U.S. Senator Dan Coats on the Senate's Subcommittee on Children & Families. Stanczykiewicz has taught an undergraduate course in nonprofit leadership and management at Purdue University.

His community activities have included volunteering with an inner-city youth organization, coaching youth sports and serving on the board of the local community foundation.

In addition to earning a bachelor's degree in journalism from Northwestern University and a master's degree in public administration from George Mason University, he holds a post-graduate credential in executive leadership from Vanderbilt University.

Stanczykiewicz was identified as a "Next Generation Leader" by the Rockefeller Foundation, presented at the White House Conference on Helping America's Youth and was named a "Sagamore of the Wabash" by Office of the Governor of Indiana.



## **Lynne Wester**

### *Donor Relations Guru*

Lynne Wester, widely known for her Donor Relations Guru blog and website, has quickly become the leading resource for creating donor-focused fund raising strategies. Using her expertise and hands-on approach, Lynne works with organizations to keep their focus donor driven, technologically savvy, strategic, and always with a splash of good humor.

Lynne has been featured in The Washington Post, CURRENTS magazine, The Chronicle of Philanthropy, and other industry publications. The DRG website and blog receive more than 100,000 visits a week and Lynne's monthly webinars regularly draw hundreds of viewers.

A loyal University of South Carolina gamecock alumna, donor, and fan, Lynne also holds a master's in strategic fundraising and philanthropy and is the author of two books on fundraising, *The Four Pillars of Donor Relations* and *T-Rexes vs Kangaroos and Other Stories: Improving Your Fundraising and Donor Relations*.

## Indianapolis Zoo Panel Guests



**Karen Burns, CFRE**

*Executive Vice President*

Karen Burns, executive vice president and executive director of the Indianapolis Prize, has been with the Indianapolis Zoo since 1999. She has direct responsibility for key management areas, including institutional advancement, membership, marketing, creative services, public relations, education, conservation and the Indianapolis Prize.

In her role with the Zoo, Burns led the team that conducted a comprehensive rebranding of the Indianapolis Zoo from a much-loved community attraction into a world-class conservation institution.

Burns also heads up the Indianapolis Prize; a significant conservation initiative of the Zoo's mission to empower people and communities to advance animal conservation. Established in 2005, the Prize has grown to become the world's leading award for animal conservation awarding \$250,000 to the winner and \$10,000 awards to each of the five finalists.

Active in the community, Burns was named as one of IBJ's Women of Influence in 2014. She serves on the board of the Kiwanis Foundation of Indianapolis and is the Vice-Chairman of the advisory board of the Salvation Army Indiana Division.



**Kathy Cookerly**

*Major Gifts Officer*

Kathy has served in the Indianapolis Zoo's institutional advancement department since 1995. She organized the first capital campaign, when the Zoo opened in at its new location in 1988, that resulted in the Polly Horton Hix Animal Care Complex and helped establish the Zoo's planned giving recognition society. Prior to the Zoo, Kathy served as the executive director of the Indianapolis Ballet Theatre after performing as a professional ballerina for over 13 years.

Kathy received her B.A. and M.A. degrees from Butler University.

Kathy is a member of the Rotary Club of Indianapolis and part of the Zoo's speaker's bureau. Kathy's favorite animal is: "Whichever animal I'm standing in front of at the moment! They are all amazing!"



**Julie McDearmon, CFRE**

*Director of Institutional Advancement*

Julie McDearmon serves as the director of institutional advancement at the Indianapolis Zoo. She has been with the Zoo for four years and manages the operation of a comprehensive fundraising program. Her current role allows her to work in a field she is truly passionate about – animal conservation.

Julie has been in nonprofit fundraising for more than 16 years and has broad fundraising experience that includes annual fund management, budgeting, staff and volunteer management, moves management, donor and board relations, grant writing, donor stewardship, special events, database management, planned giving and capital campaigns. She is an Indianapolis native and during her tenure in development, has worked at the Indiana University Lilly School of Philanthropy, Indiana University School of Nursing, Lambda Chi Alpha Educational Foundation, Jameson Camp, and Nursing Home Ombudsman Agency in Lexington, Kentucky. Julie currently serves on the board of directors of the Association of Fundraising Professionals-Indiana Chapter.

Julie received her B.A. in business management from the Kelley School of Business at Indiana University. In 2016, she was named as one of IBJ's Forty Under 40.



**Marisol Gouveia**

*Director of Membership & Engagement*

Marisol Gouveia is the Director of Membership & Engagement at the Indianapolis Zoo, where she creates meaningful relationships between the Zoo and individuals, families and the community, in order to further the institution's conservation mission. She began her career in journalism, as a copy editor at The Indianapolis Star newspaper.

She is a native of Trinidad and Tobago and an active volunteer in the community. She happily serves as president of the boards of Slow Food Indy and the Little Flower Neighborhood Association, on the boards of the Indianapolis Neighborhood Resource Center and Purdue Extension – Marion County, on the auxiliary board of Partners in Housing, and on the advisory council of Young Nonprofit Professionals Network Indy. Marisol is a member of the Stanley K. Lacy Executive Leadership Series Class XLI and the Exchange Leadership Fellows at the Indianapolis Urban League. She is an amateur gardener, appreciator of art, defender of the natural world, advocate for social justice and engaged citizen committed to giving back to the city that has become her home.

Marisol earned her B.A. in Classical Civilizations from Howard University, with a minor in sociology.



## **Judy Palermo**

### *Senior Manager of Public Relations*

Judy Palermo joined the Indianapolis Zoo team in 2013 and oversees the public relations department. Judy earned her undergraduate degree in Interpersonal and Public Communication from Bowling Green State University in Ohio. Starting out as a TV and radio reporter in Dayton, Ohio, she found a love for producing and worked at news stations in Columbus, Dallas, St. Louis and Indianapolis.

A 10-time Emmy Award winning television Executive Producer, Judy has led the coverage on major news events all over the country including two critically acclaimed documentaries on breast cancer breakthroughs, the Oklahoma City bombing, the crash of TWA Flight 800, Pope John Paul's visit to America, tornado outbreaks and several major sporting events like the Super Bowl, World Series and Indy 500.

Judy is a member of the Public Relations Society of America (PRSA) and its local chapter. She is also a member of the National Academy of Television Arts and Sciences (NATAS) and serves as a judge for the Emmy Awards in various TV markets around the country. Judy's tenure as a life coach for her three sons and stints as a Zionsville High School "Marching Band Mom" and "Football Mom" created her most rewarding life experiences of all.



## **Ed Sandifer, J.D.**

### *Planned & Major Gifts Officer*

Ed Sandifer serves as the planned and major gifts officer for the Indianapolis Zoo, joining the Zoo in 2002. Since 1999, Ed has served in the philanthropic sector managing charitable gift issues involving bequests, trusts, annuities, insurance, securities, and real estate. Prior to joining the Zoo, Ed served as the first Director of Planned Giving at Marian College (now Marian University) in Indianapolis, while concurrently serving as Assistant Counsel to the Indiana State Senate. Before entering the not-for-profit sector, Ed worked in the private practice of law focusing on estate planning, probate, real estate, and family law matters.

Ed is a member of the Association of Fund Raising Professionals and serves on the board of directors of its Indiana Chapter. Ed also serves on the board of directors of the National Association of Charitable Gift Planners, and he is a member and past president of the local Charitable Gift Planners – Indiana Chapter. Ed is active as a community volunteer, including service with Boy Scout Troop 131 in Carmel, and Grace Church in Noblesville.

Ed received his B.A. degree from Indiana University in 1989 and his J.D. degree from Indiana University School of Law – Indianapolis in 1992.



## **Dennis Woerner**

### *Director of Marketing & Public Relations*

Dennis Woerner joined the Indianapolis Zoo as its director of marketing in December 2006. Woerner joined the Zoo staff to head up its marketing program, directing a wide variety of activities relating to gate admissions, group sales, special events, catering, tourism, promotions, corporate events, sponsorships, advertising, consumer research, and weddings. In his position, Woerner guided the Zoo's marketing efforts for Oceans as well the successful introduction of the Koala exhibit in 2008. More recently he took on the added responsibility of Public Relations in 2014, and successfully introduced the Simon Skjodt International Orangutan Center through Marketing and Public Relations initiatives which lead to a record breaking attendance year.

Dennis came to the Zoo from Palace Entertainment, the largest owner and operator of water parks and family entertainment centers in the U.S., where he served as National Director of Sales/Marketing. During his career, Dennis has also served in marketing management positions with Dover Downs Entertainment and Six Flags Theme Parks, among others.

Dennis holds an MBA degree in marketing from Webster University in St. Louis. His community involvement includes serving as president of the Pike High School Business and IT Education Advisory Board and marketing co-op vice president for White River State Park.



## **Sally Zelonis, CFRE**

### *Major Gifts Officer*

Sally Zelonis is a certified fund raising professional with over 40 years experience in the non-profit field. Her background includes meeting her husband in the Peace Corps in Liberia, West Africa, 12 years of teaching, seven years of working with municipal government and more than 25 years of fundraising experience at a number of not-for-profit organizations in Indiana and Rhode Island. Sally has been at the Indianapolis Zoo since April 2007. She is a confirmed “zoo junkie” and has over 35 zoos and aquariums on her “life list.”